

# Director of Strategy & Development



Our client, Travel Manitoba - a provincial Crown corporation, is seeking a Director of Strategy & Development to lead marketing and product development decisions based on research, market intelligence and Manitoba's unique offering.

Travel Manitoba's mission is to lead the tourism industry by aligning investment in tourism to grow revenues and create strong connections between visitors and Manitoba's unique experiences. Our guiding principles are leadership, innovation, collaboration, visitor-centric, research-based, continuous learning, accountability and sustainability.

Reporting to the Senior Vice President, Strategy and Business Development, you will be a lead strategic planning resource for Travel Manitoba. You will keep our company focused on the customer and ahead of the competition. This role has two team members that report directly to this role.

This individual will provide recommendations on new opportunities for growth and ways to operate more effectively. The Director position is also responsible for implementing special initiatives that enhance the province's tourism experience offering and support government and tourism industry relations programs.

## RESPONSIBILITIES:

- Serves as a key member of the team that sets Travel Manitoba's strategic direction.
- Leads and executes all research activities and provides corporate leadership in identifying socio-economic trends, developments and issues that impact the Manitoba tourism industry.
- Leads business analytics to ensure the corporation capitalizes on trends, traveler motivations and competitor intelligence.
- Analyzes marketing and sales data to develop insights and makes recommendations on areas for optimization.
- Evaluates new technologies and innovative applications to improve corporate performance.
- Creates scalable, innovative approaches to extracting, managing, and analyzing data from customers.
- Develops partnerships and agreements with tourism industry stakeholders to advance special initiatives such as the Northern, Francophone and Indigenous tourism strategies.
- Establishes effective working relationships with key representatives of the federal, provincial and municipal governments to ensure programs impacting tourism support the delivery of Travel Manitoba's business plan.
- Manages funding programs and builds partnerships with organizations funded by Travel Manitoba.
- Recommends key performance measures and monitors progress in achieving these measures to ensure return on investment.
- Prepares briefing notes and presentations for the Executive Management Team and Board of Directors.

For more, please visit <http://bit.ly/TMB-DSD>

## Qualifications & Experience

- Bachelor's degree in Marketing, Business or another related field.
- Forward thinking leader and team player able to build consensus and work across functional, organizational and geographic boundaries.
- Proven track record in strategy development.
- Ability to address complex issues in a multi-disciplinary organization.
- Strong analytical skills and experience with reporting and data analysis. Must be able to extract meaning and suggest action items from data, not just report metrics.
- Excellent presentation skills and must be comfortable using data to recommend new opportunities and best practices aimed at improving team performance.
- Ability to develop relationships with key industry and government stakeholders (Experience working with governments is an asset).
- Ability to multi-task and deal with unpredictable situations.
- Understanding of the tourism industry or related business sector is an asset.
- Bilingualism (English & French) is an asset.

If you would like more information about this position, please visit <http://bit.ly/TMB-DSD>. If you believe you can make a strong contribution as the **Director of Strategy & Development**, please submit your resume in confidence to **Lisa Cefali, Partner, Executive Search & Strategic Development – [Lisa.cefali@legacybowes.com](mailto:Lisa.cefali@legacybowes.com)** quoting position #183301.



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